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Trade
Centre

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E-Commerce Business Models and Deployment Strategies in Developing Countries

By: Martin Labbé, Adviser, Web Marketing & Digital Networks
Date: 8 April 2013



My presentation will deal with:

1. Recent e-Commerce trends
2. e-Commerce strategies and business models, which can be applied by SMEs
3. Possible measures to support the uptake of e-commerce by SMEs in developing countries



আল-

সাজি কামেশ্বরি
মূল্য পাওয়া যায়।

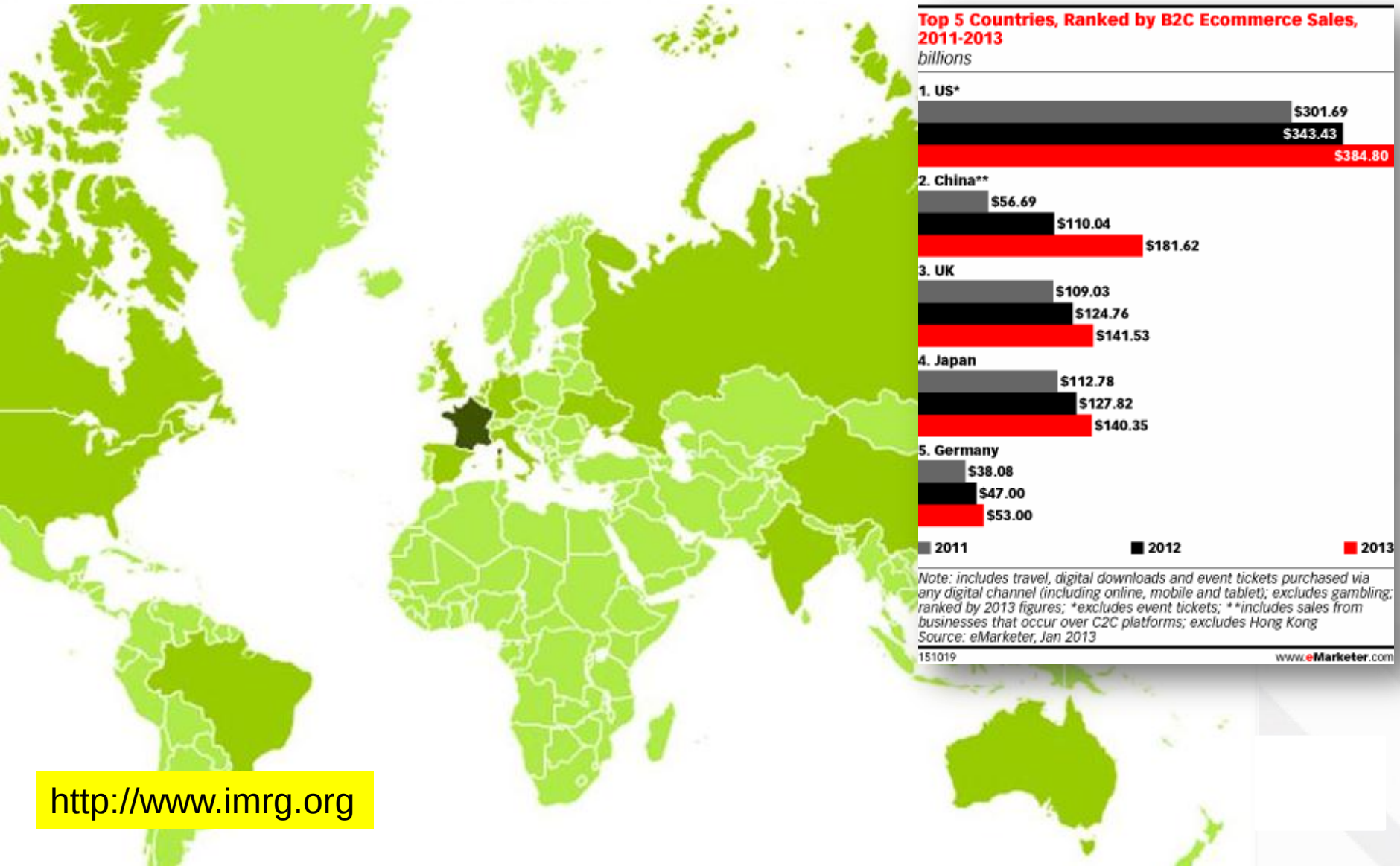
ডেন্টাল ক্লিনিক
ডাঃ মাহাবর



Global Trends⁵



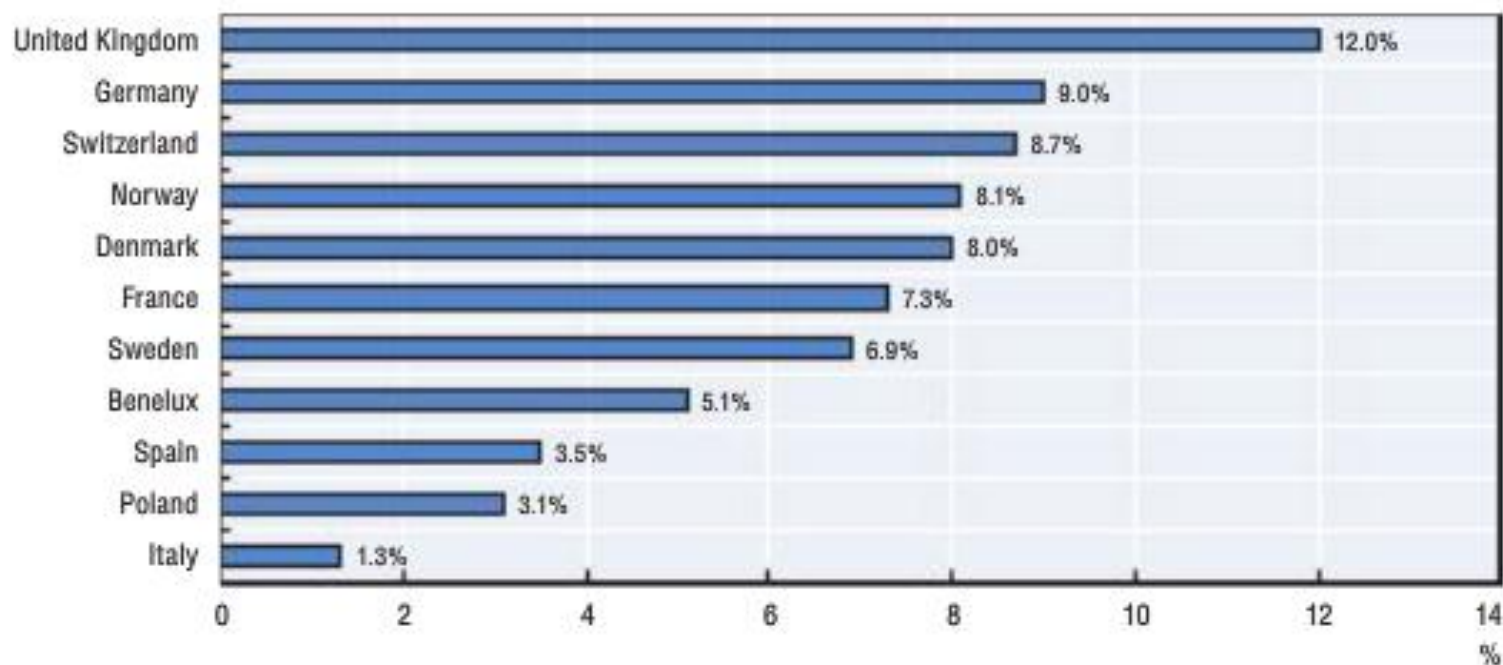
B2C e-Commerce Sales Topped \$1 Trillion for First Time in 2012



Consumers are increasingly exposed to B2C e-commerce, with a direct impact on retail

Figure 2.16. **Online share of retail trade, 2011**

Percentage of total retail sales

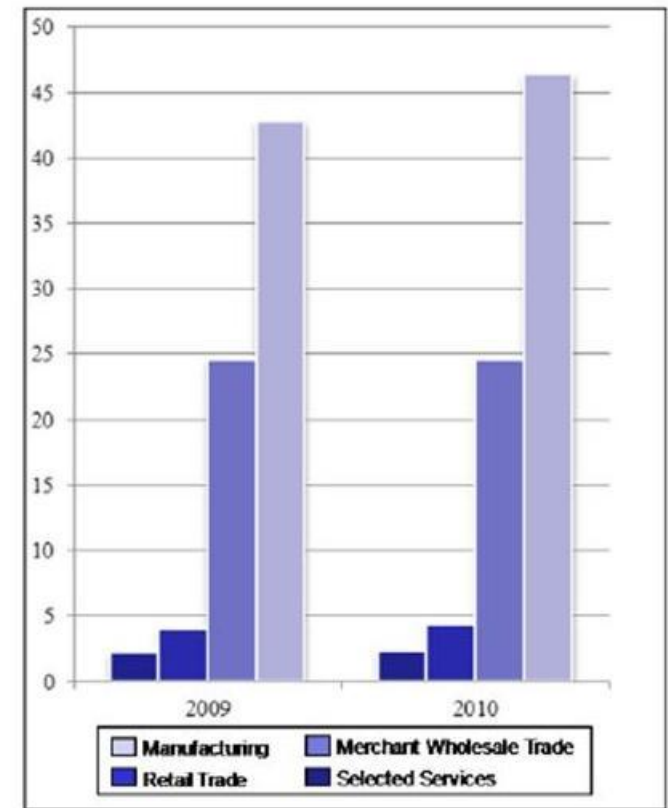


Source: Based on Centre for Retail Research (CRR), Online Retailing: Britain and Europe, May 2012.

B2C is just the tip of the iceberg... B2B is where the volume is

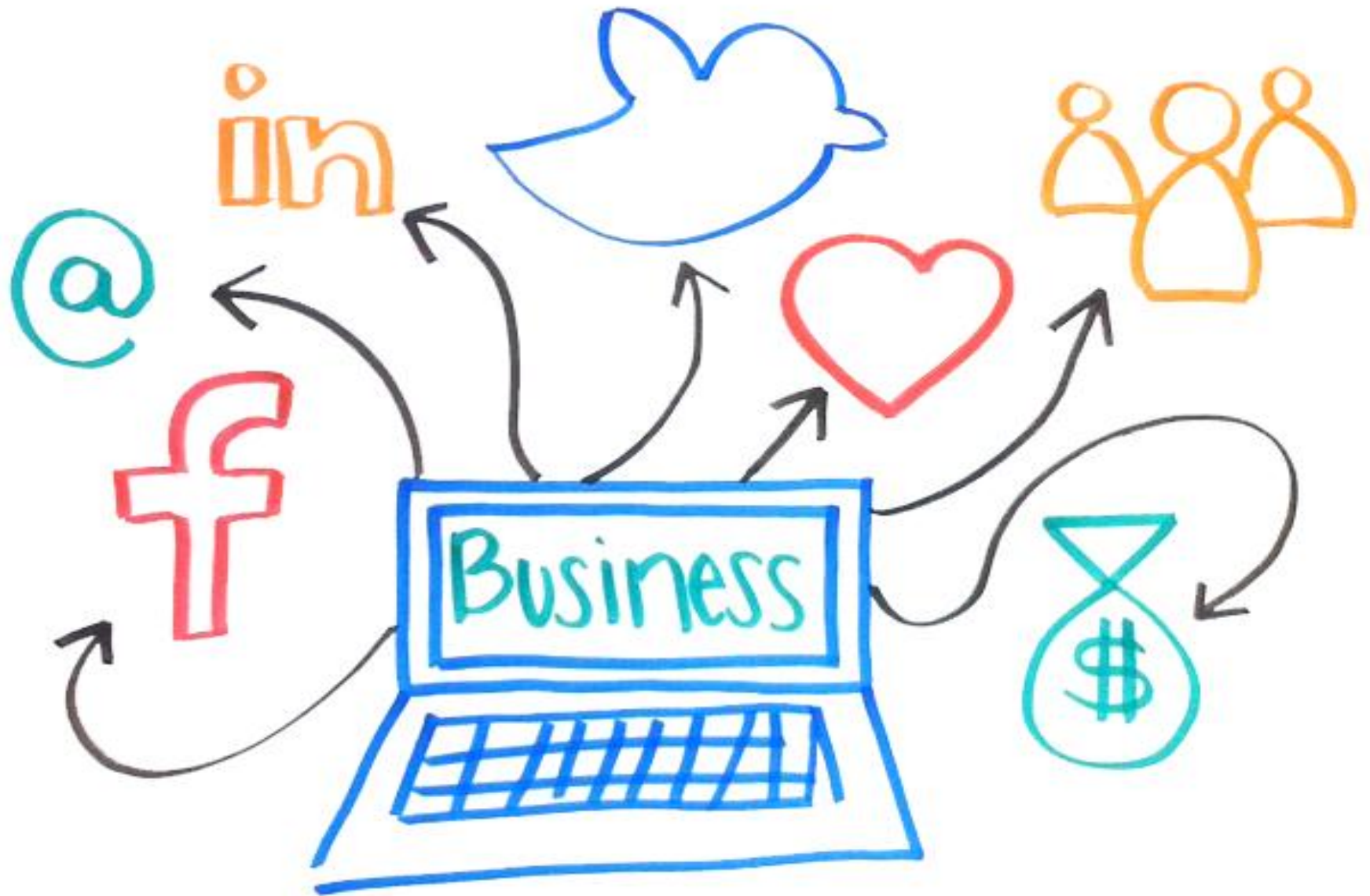


E-commerce as Percent of Total Value: 2009 - 2010



U.S. Department of Commerce
Economics and Statistics Administration
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Social Media is Massive



Is the Future of e-Commerce f-Commerce?

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What's New

THE PINK PONY HOPE CARD

Join Ralph Lauren and Paperless Post in the global fight against cancer. Four influential style bloggers have created four signature cards, each with a message of hope. Select a card to post on your Facebook wall or to send to a friend. Recipients can click to donate to the Pink Pony Fund.



The Pink Pony Fund supports programs for cancer screening, early diagnosis, education, treatment and research and is dedicated to bringing patient navigation and quality cancer care to medically underserved communities.

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A portion of the proceeds from the sale of all Pink Pony Products support worldwide initiatives for cancer care and prevention.

SHARE YOUR MESSAGE OF HOPE

39 comments [Add a comment](#)



Beverley Kellam · TA at Turnford School
I am currently undergoing treatment for breast cancer. Lets beat this awful disease x.

Reply ·  30 · Like · October 13 at 1:10pm

PORT IMPACT
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First Steps to Leverage Facebook

facebook    **Lamri Lyes** **Accueil** 

 **Ghardaia Tapis** **Journal**  **Maintenant**   **Ajouter**

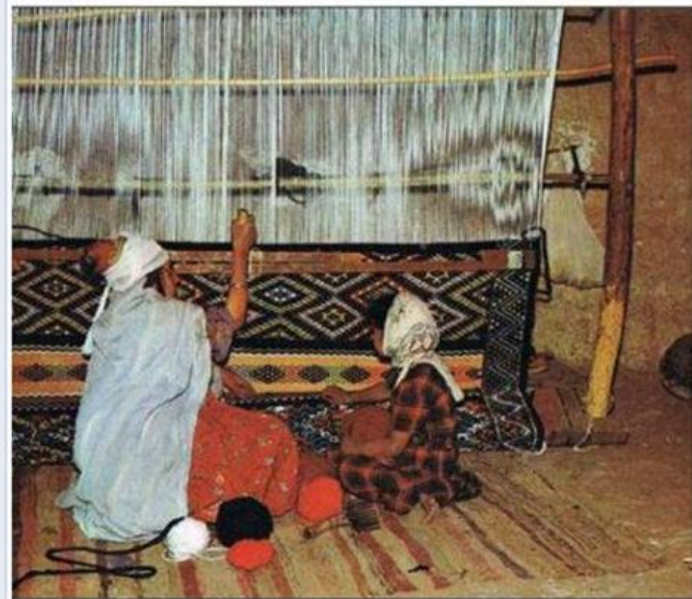
 **Ghardaia Tapis** a partagé la photo de Artisanat De Bladi.
5 octobre 



Partager
 **4 personnes aiment ça.**

 **Ghardaia Tapis** a partagé la photo de Artisanat De Bladi.
5 octobre 

tissage de ghardaia

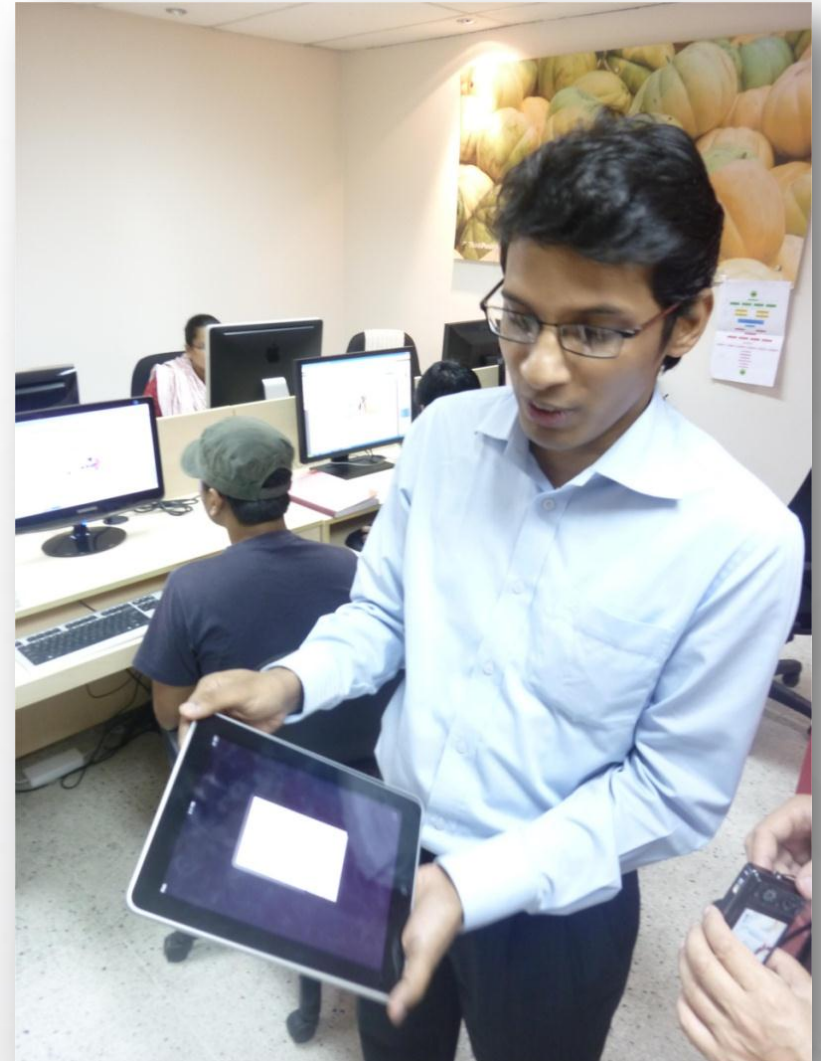


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 **Discussion instantanée (22)**

Mobile and Tablets enable e-commerce



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2 days 17:17:43

3 bought

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\$60 value



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Sharp 20% Discount

Save 20%

Korai Gost

Food fiesta on Korai Gost

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Save 30%

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3 Days Remaining



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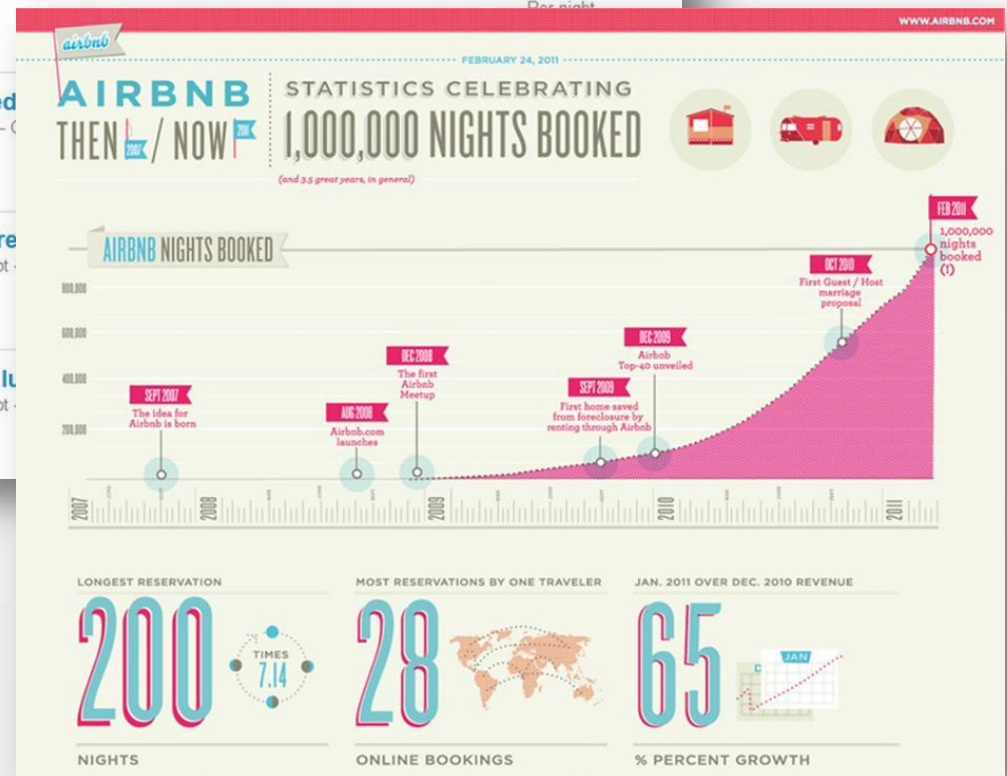
**OUVRIR
UNE RUCHE**

**PARTICIPER
À UNE RUCHE**

**FOURNIR
UNE RUCHE**

The Sharing Economy as a Business Model

The screenshot displays the Airbnb website's search results for Geneva, Switzerland. The top navigation bar includes the Airbnb logo, a 'BROWSE' dropdown, and links for 'SIGN UP', 'LOG IN', 'HELP', and a yellow 'LIST YOUR SPACE' button. The search bar shows 'Geneva, Switzerland' with 'Check in', 'Check out', and '1 Guest' fields, followed by a green 'SEARCH' button and tabs for 'LIST', 'PHOTO', and 'MAP'. Below the search bar, a map on the left shows the Geneva area with numbered location pins. To the right of the map, a list of search results is shown, including 'Lovely Room in Duplex, City-Center' (CHF85/night, 84 reviews), 'Quiet & bright room in City Center' (CHF70/night, 21 reviews), 'Double bed' (43 reviews), 'Beautiful re' (22 reviews), and 'Cosy and l' (12 reviews). A sidebar on the left provides filters for 'Room type' (Entire home/apt: 382, Private room: 251, Shared room: 8), 'Price' (CHF9 to CHF300+), and 'Neighborhood'.



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Example mobile app designs



1

2

3

4

5

6

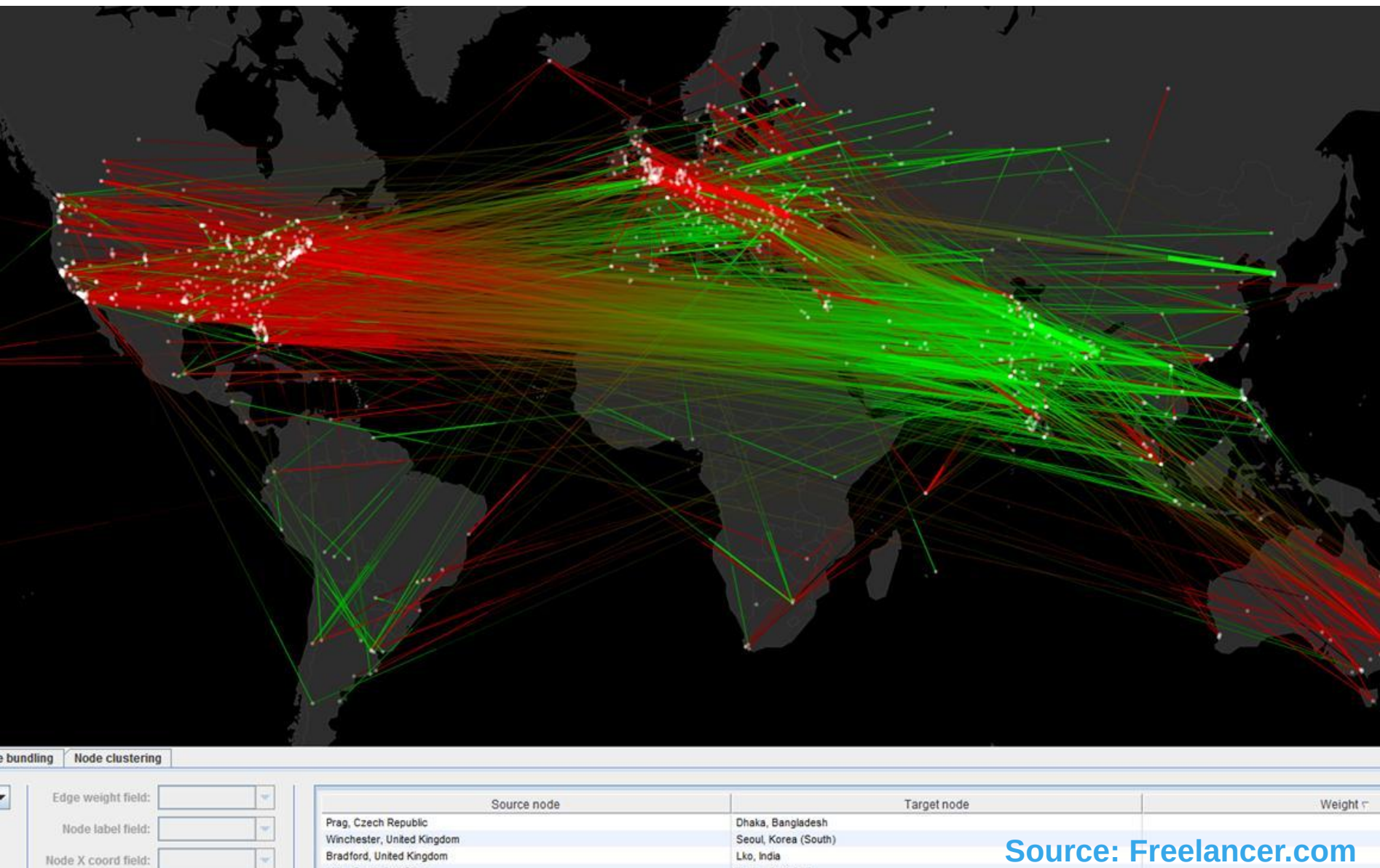
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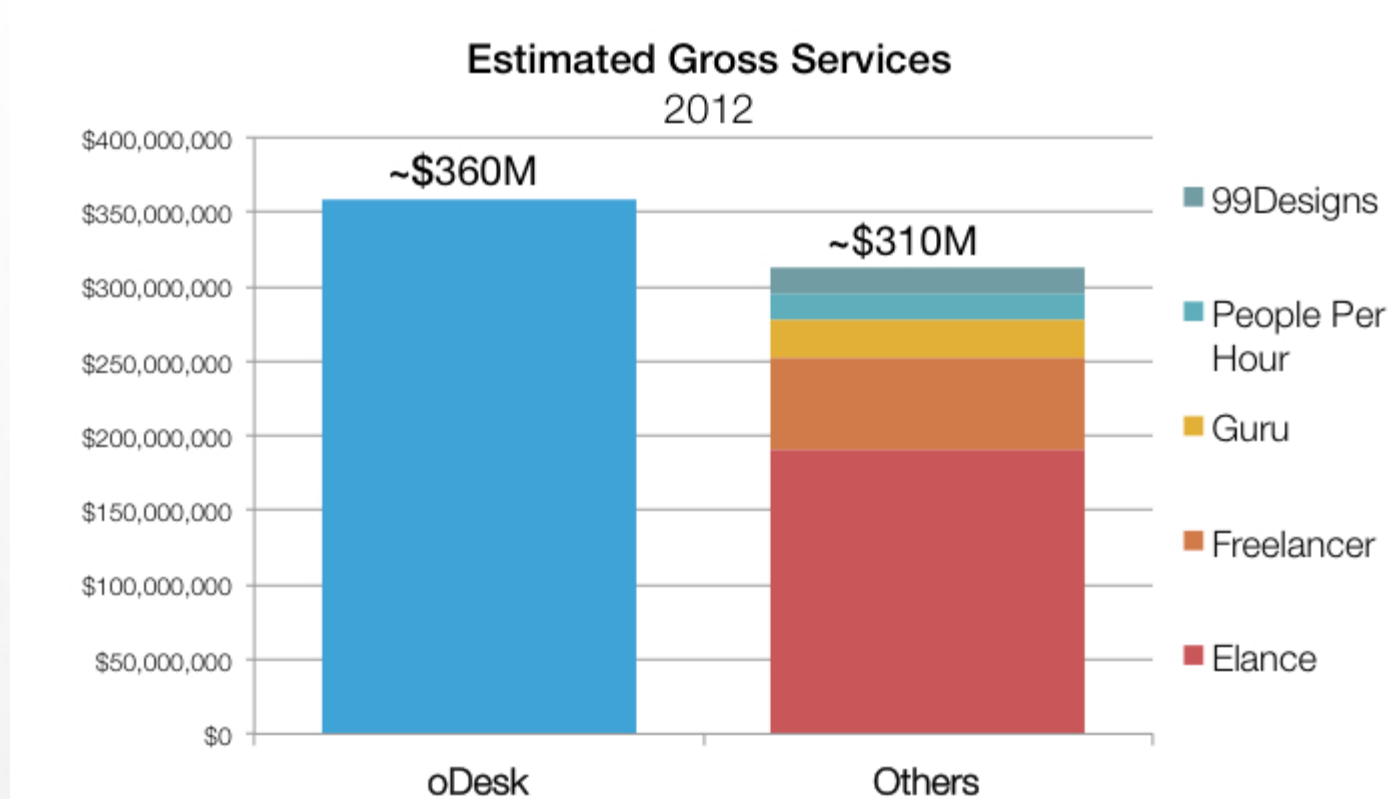
Get started now

Visualizing the Development Potential:



Source: Freelancer.com

Web sourcing is Still Small, but Growing Fast



Source: oDesk

What Tools Can SMEs Use to Get Started?



An Increasing Number of FREE Tools



Apache



WORDPRESS

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Magento™

Open Source eCommerce



Joomla!™



VARNISH

SOFTWARE



redis



hadoop



Source: Freelancer.com

... Or Very Cost-Competitive Tools



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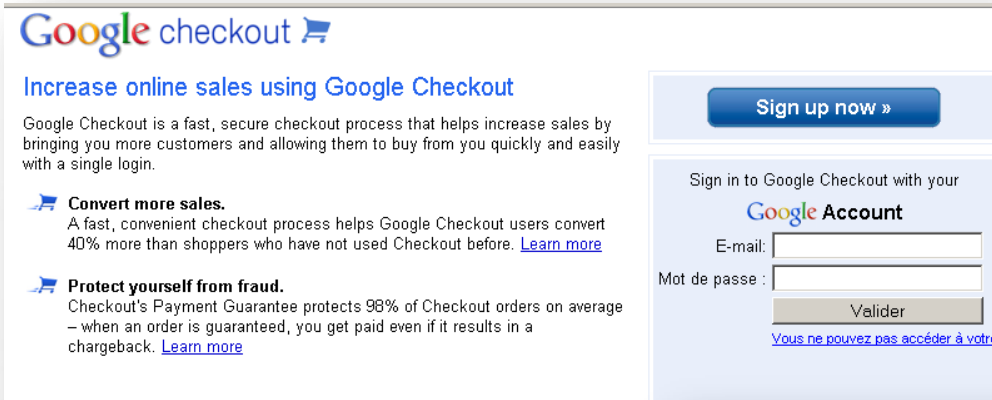
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GNBO Intro Video Launch



0:00 / 0:57

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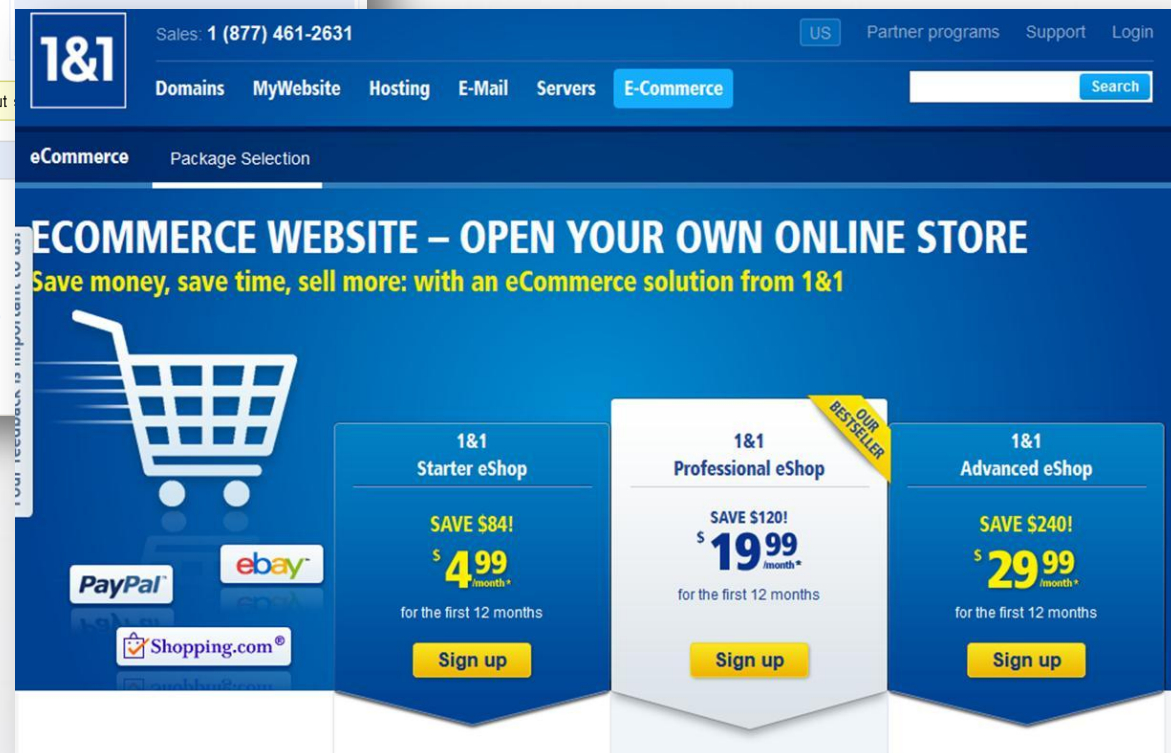
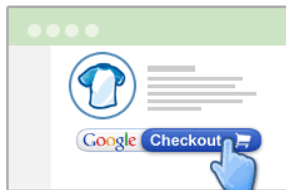
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 Marrakech accueille une conférence internationale sur le e-commerce, A l'Initiative de SIST, la bran...

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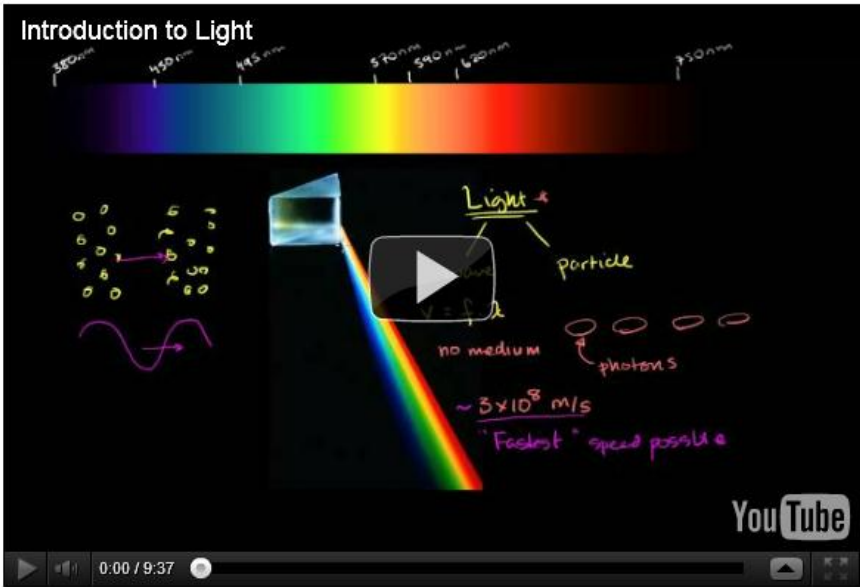
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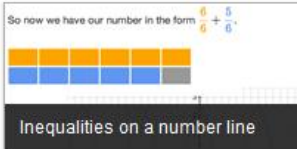
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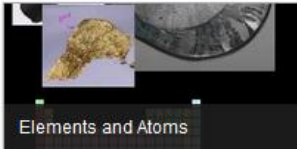
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Aucun produit

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Total €0,00

[Panier](#) [Commander](#)



catégories

✧ Art de la table

Model Khelel

Model Méditerranéen Turquoise

Plat et Tajine à four

✧ Assiettes à compartiments

✧ Sacs en Cuir

✧ Fouta

✧ Épicerie Fine

✧ Pâtisserie Tunisienne

Destockage

Idées cadeaux



-40%

PROMOTION

-30%

Model Méditerranéen Turquoise



Model Khelel



✧ Top ventes



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€18,90

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Assiette modèle Chameau



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Vervaine (Tranjia)



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At made-in-tunisia.net in Tunis (2011)



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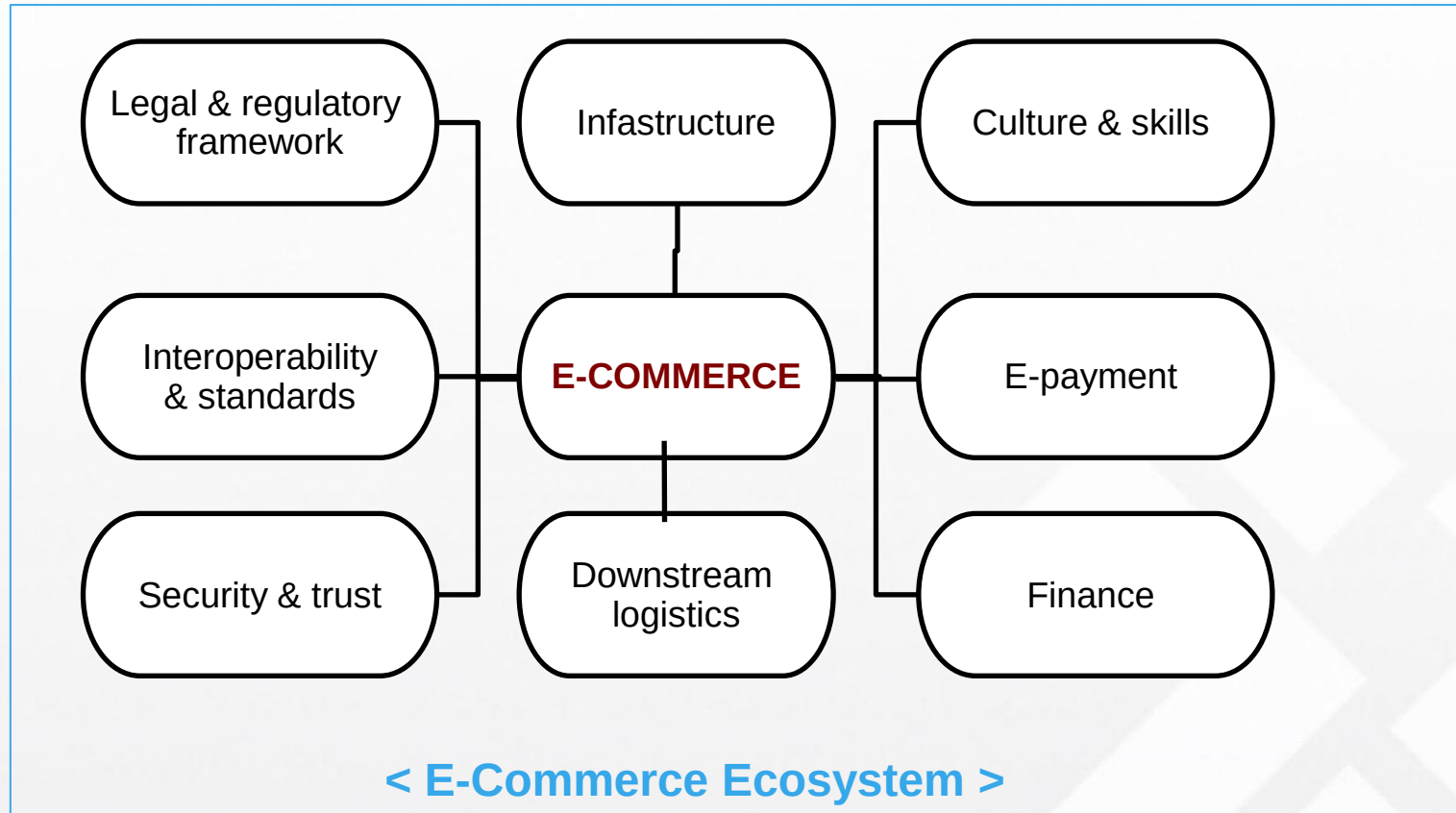
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Guide de
l'Agroalimentaire

What Measures Can Be Taken to Support the Development of e-Commerce?



Facilitating the growth of e-commerce



E-Commerce in Latin America Workshop Findings (February 2013)

Country	Identify 3 Problems			Suggest solutions to address the problems	
El Salvador	Lack of confidence	connectivity	high prices	create legal framework	establish suitable infrastructure
Ecuador	Communication & diffusion	lack of supply	security	continuous improvement of exporters directory	online shopping platform with video conference
Nicaragua	little habit to read the terms of use	legislation		improved platforms for better use of websites	implementation of legal frameworks
Uruguay	lack of trust	customs (different cash culture)	supply	improve connectivity	security infrastructures & digital government
Cuba	unilateral measures, discriminatory and limited access to public internet sites	Problems to access software which are linked to computer security firms	limited access to financial resources	refuse and eliminate discriminatory unilateral procedures which apply PEDs	



Examples of support measures, which can be taken by a TSI

Transactional marketplace

Transactional website builder

eMentoring (human)

Business matching (human)

Marketplace with trade leads (no transactions)

Enhanced directory with catalogues

Directory

Case Study 1: USAID's e-Biz Box II and IFC's SME toolkit

- + Menu approach
- + Pragmatic
- + Easy to set-up
- + Comes with training

-Vendor issue

-BUT:

-> great starting kit

-> leverage private-sector support

The screenshot shows the ShopFactory website homepage. The header is blue with the ShopFactory logo and navigation links: Home, Products, Pricing, Support, Contact us, and a Free trial button. A search bar is in the top right. The main heading is 'Build your online store and website faster' with the subtext 'Anyone can do it. Manage orders. Own your content. Get the best shopping cart software without product limits or monthly fees.' Below this are three steps: 1. Create (ShopFactory is one of the best and most powerful eCommerce solutions...), 2. Publish (Publish your store to your server or use our free hosting service...), and 3. Sell (Make buying simple. Accept any payment method you want: credit cards, PayPal and more...). Each step has a 'Show me how' link. At the bottom, there are images of a laptop displaying the ShopFactory interface, a laptop displaying a car website, and a laptop with money falling out of the screen. A 'Buy now' button and a 'Free trial' button are at the bottom right.

Case Study 2: Donor-sponsored e-marketplaces

+ 4-year project with field workers to mobilize SMEs
+ Horizontal, 4 countries

- Not sustainable
- Not adapted to the local situation

-BUT:

-> Alibaba.com

-> Tijari.com



No	SECTIONS	DESCRIPTION	BUY OFFERS	SELL OFFERS
1.	SECTION I.	LIVE ANIMALS, PRODUCTS OF ANIMAL ORIGIN	5	1
2.	SECTION II.	VEGETABLE PRODUCTS	2	15
3.	SECTION III.	ANIMAL OR VEGETABLE FATS AND OILS AND THEIR CLEAVAGE PRODUCTS, PREPARED EDIBLE FATS, ANIMAL OR VEGETABLE WAXES	0	0
4.	SECTION IV.	PREPARED FOODSTUFFS, BEVERAGES, SPIRITS AND VINEGAR, TOBACCO AND MANUFACTURED TOBACCO SUBSTITUTES	2	5
5.	SECTION V.	MINERAL PRODUCTS	0	4
6.	SECTION VI.	PRODUCTS OF THE CHEMICAL OR ALLIED INDUSTRIES	2	10
7.	SECTION VII.	PLASTICS AND ARTICLES THEREOF, RUBBER AND ARTICLES THEREOF	2	10
8.	SECTION VIII.	RAW HIDES, SKINS AND LEATHER, FURSKINS AND ARTICLES THEREOF, SADDLERY AND HARNESS, TRAVEL GOODS, HANDBAGS AND SIMILAR CONTAINERS, ARTICLES OF ANIMAL GUT (OTHER THAN BLANKET GUT)	0	2

Case study 3: SMEDA's IIN

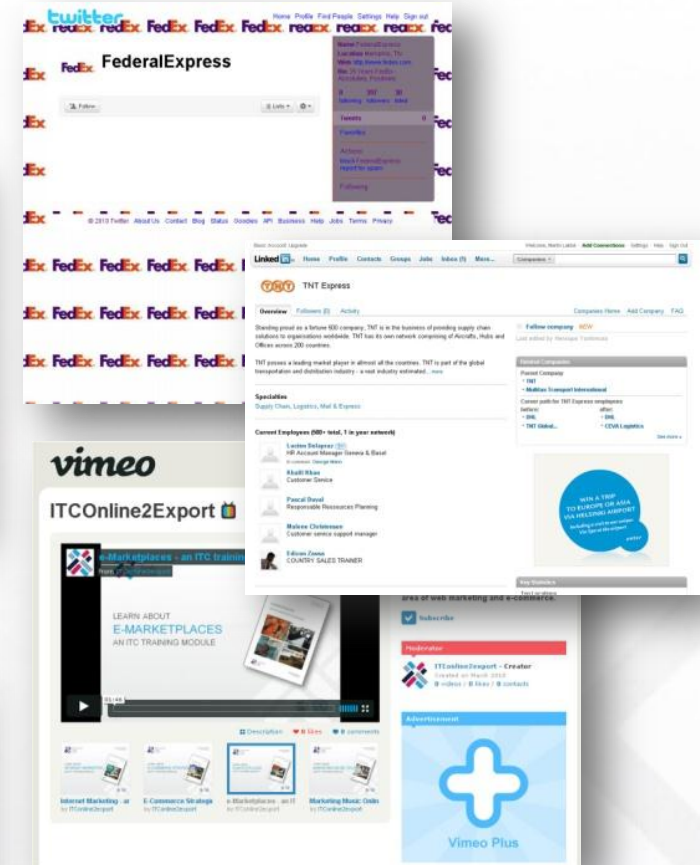
- + Diversity of services
- + e-marketplace
- + Dedicated team
- Content monitoring
- BUT:
- > Partnership-approach (Made-in-Tunisia.net)



What is ITC Doing to Support SMEs?



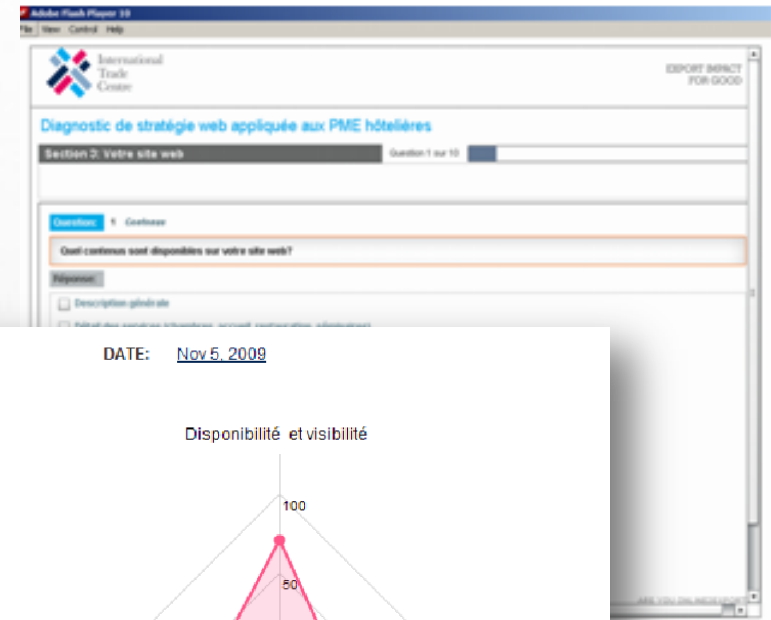
Helping SMEs and their TSIs to make the right decisions!



EXPORT IMPACT
FOR GOOD

A Set of diagnostic tools to provide scalable advisory services

- ✓ Website Diagnostic Tool
- ✓ Web Strategy Diagnostic Tool
- ✓ Hospitality Web Strategy Diagnostic Tool
- ✓ E-Commerce Diagnostic Tool

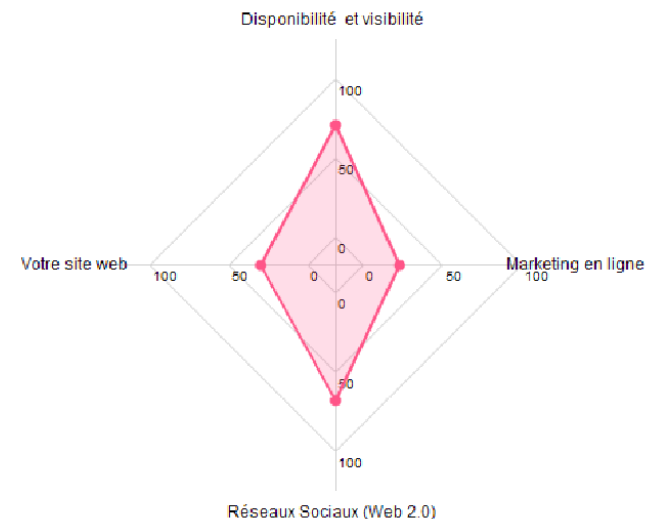


COMPANY: PACHA

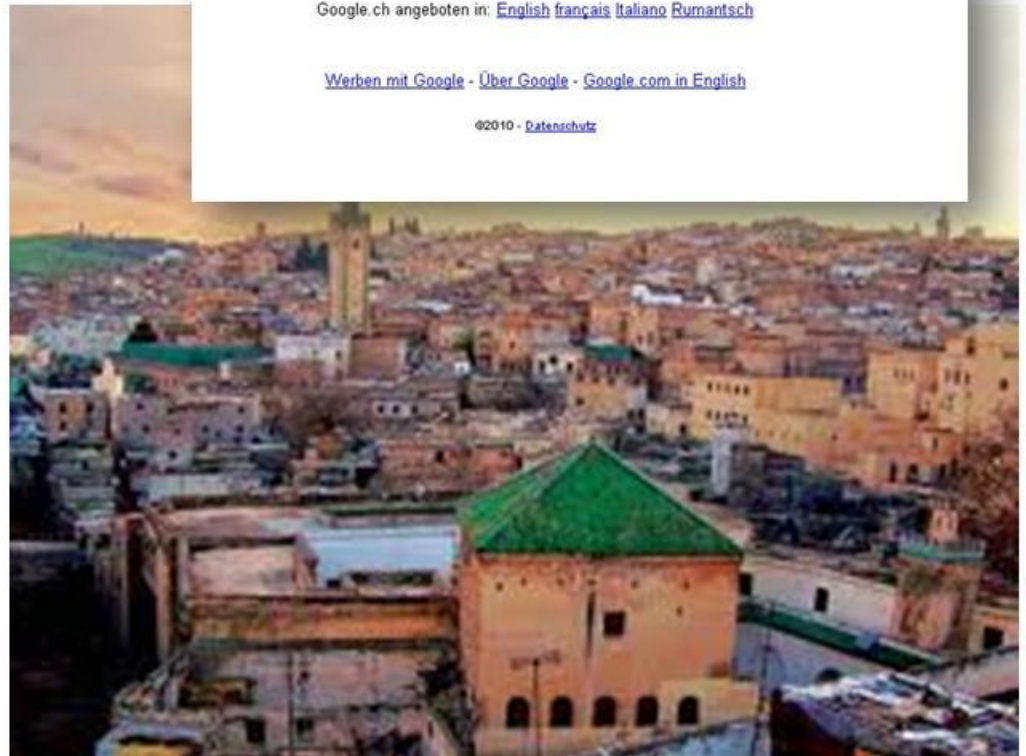
DATE: Nov 5, 2009

TOTAL: 46%

SECTION	PERCENTAGE
DISPONIBILITÉ ET VISIBILITÉ	71%
VOTRE SITE WEB	30%
MARKETING EN LIGNE	23%
RÉSEAUX SOCIAUX (WEB 2.0)	68%

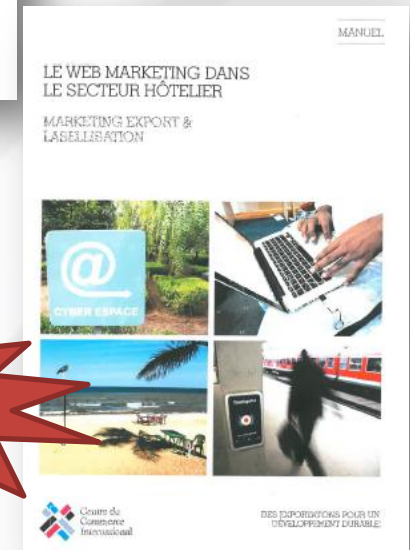


Example of a Web Strategy Diagnostic in Morocco



Training Modules on web marketing and e-commerce

- ✓ Module 1 – Introducing Internet Marketing (Eng)
-
- ✓ Module 2 – e-Commerce Strategies (Eng, Fr)
-
- ✓ Module 3 – Making Deals on e-Marketplaces (Eng, Fr)
- ✓ Module 4 – Marketing Music Online (Eng)
- ✓ Module 5 – Le web marketing dans le secteur hôtelier (Fr)



Example of capacity building in Algeria

Visible to: **Public** - 23 photos - September 30, 2011



[Send feedback](#)

An Experts Network to Support ITC in training and advisory

A group of experts from across the globe

- Future Trainers of Trainers
- Involved in R&D
- Involved in activities on an ad hoc basis
- Networked in a LinkedIn group





e-Government Advisor, Economist, Foreign Trade and e-Commerce Expert, Project Coordinator, Ankara, Turkey
378 followers | [Unfollow](#) | [See activity](#) »



Djiby Sy 1st
IT specialist at Fujitsu Conseil Canada, Quebec, Canada
107 followers | [Unfollow](#) | [See activity](#) »



Daniel Ebnetter 1st
Erfahrener Berater, Referent und Dozent für E-Business, Zürich Area, Switzerland
476 followers | [Unfollow](#) | [See activity](#) »



Khabbab HADHRI 1st
Chargé de la pépinière des projets de services en ligne. chez Ministère de l'Industrie, du Commerce., Tunisia
381 followers | [Unfollow](#) | [See activity](#) »



Jean Dubearnes 1st
Co-founder CEO GoodPeopleRun Grenoble Area

World Summit on the Information Society

WSIS FORUM 2013

13 -17 May, Geneva



About Age er Partners

Join the
session on
e-businness on
14 May at
4.15 pm



Open Consultation Process: Final Review Meeting

The open consultation process structured in five phases begun on 8 October 2012. Phase IV, the Final Review Meeting will take place on 15 February 2013 in Geneva.

Minutes

37
Seconds



Home



Register



Calendar



Open Consultations



Practical Info



Remote Participation



News & Outreach



Previous Forums



HIGH LEVEL



ONLINE FACILITATORS MEETING



MINISTERIAL ROUND TABLE



C1 C2 C3 C4
C5 C6 C7 C8
C9 C10 C11
ACTION LINE FACILITATION MEETING



INTERACTIVE SESSION



WSIS +10



COUNTRY WORKSHOP



THEMATIC WORKSHOP



KNOWLEDGE EXCHANGE



EXHIBITION

**Martin Labbé**
SME Adviser on web marketing and e-commerce
Geneva Area, Switzerland | Information Technology and Services
labbe@intracen.org

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Thank you!